

Message Text

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ACTION SS-15

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FM AMEMBASSY PARIS

TO AMEMBASSY ANKARA NIACT IMMEDIATE

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UNCLAS PARIS 11340

FOR THE SECRETARY

FOLLOWING SENT ACTION USIA FROM PARIS MAY 5, 1975

REPEATED TO YOU FOR ACTION ON INSTRUCTIONS FROM S/S-O QUOTE:

USIAC

FOR DIRECTOR

E.O. 11652: N/A

SUBJECT: REQUEST FOR MULTINATIONAL TV INTERVIEW

WITH PRESIDENT FORD

1. GENEVIEVE CHAUVEL, PRODUCER FRENCH FIRST TELEVISION NETWORK (TF1) PROGRAM "DIALOGUE AVEC..." PROPOSES MULTINATIONAL TELEVISION INTERVIEW PRESIDENT FORD TO BE FILMED IN WASHINGTON AT PRESIDENT'S CONVENIENCE AND SCREENED ON EVE OF PRESIDENT'S VISIT TO EUROPE END OF MONTH. PROPOSAL ENVISAGES INTERVIEW OF PRESIDENT BY FIVE EUROPEAN JOURNALISTS (FRENCHMAN, BRITON, GERMAN, ITALIAN AND DUTCHMAN) ON U.S.-EUROPEAN RELATIONS. PROGRAM WOULD BE OFFERED FOR SIMULTANEOUS VIEWING TO ALL EUROVISION MEMBERS. (PRODUCER OF COURSE AMENABLE CHANGES IN PARTICIPATION OR) XDSHDIBZA UXZFOIJMSSKVVCTWXGDTQ#DESIRED BY WHITE HOUSE).

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2. "DIALOGUE AVEC..." RECENTLY PRODUCED FOR TF1 (LARGEST

VIEWERSHIP OF FRANCE'S 3 TV NETWORKS) INTERVIEWS WITH SIMILAR FORMAT, EXCEPT THAT ALL INTERVIEWERS WERE FRENCH JOURNALISTS, WITH PRESIDENT SADAT AND PRIME MINISTER RABIN. SADAT AND RABIN PROGRAMS WERE PROFESSIONNALLY DONE, WELL RECEIVED BY FRENCH VIEWERS AND CRITICS.

3. POST STRONGLY SUPPORTS THIS REQUEST. ALTHOUGH PRESIDENT FORD IS NOW FAMILIAR FACE ON FRENCH TV SCREENS, HIS BRIEF APPEARANCES HAVE BEEN GENERALLY LIMITED TO ONE-MINUTE-OR-LESS REPLAYS FROM U.S. NETWORKS. THESE "FLASHES" COULD NOT, AND HAVE NOT PROJECTED COMPLETE OR BALANCED IMAGE OF PRESIDENT AS STATESMAN AND WORLD LEADER. MORE APPROPRIATE OCCASION AND TIMING FOR PRESIDENTIAL ADDRESS TO WESTERN EUROPEANS (EVE OF PRESIDENT'S FIRST VISIT TO EUROPE SINCE ASSUMING OFFICE) NOT LIKELY TO PRESENT ITSELF SOON. UNIQUENESS OF OCCASION WILL ALSO ASSURE MAXIMUM INTEREST AND VIEWERSHIP FOR PRESENTATION OF U.S. VIEWS ON AMERICAN-EUROPEAN RELATIONS AT THIS UNPRECEDENTED MOMENT IN ATLANTIC RELATIONSHIPS. WHILE ANY MAJOR WESTERN EUROPEAN TELEVISION COULD APPROPRIATELY ORGANIZE SUCH INTERVIEW, NOD TO FRENCH NETWORK WOULD ERASE DISAPPOINTMENT OVER PRESIDENT'S INABILITY TO ACCORD TV INTERVIEW REQUESTED FOR SCREENING ON EVE OF MARTINIQUE SUMMIT LAST DECEMBER.

4. STRONGLY URGE THAT SERIOUS AND SYMPATHETIC CONSIDERATION BE GIVEN CHAUVEL PROPOSAL.

ANDERSON

NOTE BY OC/T: PARIS 11340. #AS RECEIVED, END OF PARA 1. CORRECTION TO FOLLOW.

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